

What is Child Sexual Abuse?

“A child under 18 years of age is sexually abused if he or she is inappropriately exposed or subjected to sexual contact, activity or behaviour, including prostitution related activities.”

(Child, Youth, and Family Enhancement Act of Alberta, 2004)

Did You Know...

- ☛ 1 in 4 girls and 1 in 9 boys will be sexually abused by age 17 (Badgley, 1984).
- ☛ Only 17% of parents provide their children with child sexual abuse information (Tutty, 1996).
- ☛ 80-85% of the time, child sexual abuse is perpetrated by someone the child knows (Stats Can, 1996).
- ☛ Child sexual abuse can happen to any child.
- ☛ Most offenders use persuasion, threats, and bribes, rather than physical force.
- ☛ The majority of cases go undetected and unreported.

What is the “Who Do You Tell?”™ (“WDYT?”™) Program?

“WDYT?”™ is a sexual abuse education program designed by Calgary Communities Against Sexual Abuse (CCASA) specifically for elementary school children, their parents, and teachers. In 1996 a study was completed through the University of Calgary, Department of Social Work to evaluate the program and ensure that the intended outcomes were being effectively delivered. The “WDYT?”™ Program has the approval of your school district.

The Goals of the Program are to:

- ☛ Encourage parents to be the primary educators of their children regarding sexual abuse
- ☛ Educate children about child sexual abuse
- ☛ Give the message that sexual abuse is wrong and hurtful to people
- ☛ Provide support and referrals to families for children who disclose abuse
- ☛ Act as a resource to parents, teachers, and other professionals concerned with child sexual abuse issues

Key messages to children will include:

1. You have the right to say “NO”.
2. Sexual abuse is never a child's fault.
3. Tell an adult that you trust.

Who delivers the “Who Do You Tell?”™ Program?

An experienced Education Specialist from SARC will deliver the “WDYT?”™ Program to elementary schools and other children's programs. The educators work closely with school and children's program staff as well as support services in the community.

Is the “Who Do You Tell?”™ Program for children of all ages?

“WDYT?”™ is delivered to individual classes or age groups of children in kindergarten to grade six. The “WDYT?”™ Program content is adapted to the ages of the children.

Frequently Asked Questions:

Is this going to frighten my child and make them afraid of “good touches” by well-meaning people?

No. This program is designed to promote assertive behaviour and instill confidence in children. Numerous examples of positive affectionate touching are included to provide balance to the presentation.

Is this going to put ideas in their heads? What about false reports?

Children rarely lie about sexual abuse. In fact, they tend to minimize or even ignore it to protect the abuser and themselves from possible consequences.

Is this a sex education program?

No. This is a program dealing with abusive behaviours. Materials in this program are in no way explicit and are approved by both Boards of Education.

Why is the “Who Do You Tell?”™ Program information important for my child?

Learning about sexual abuse will help your child understand they have the right to respond assertively to inappropriate sexual behaviours by adults or other children/youth. Although sexual abuse can be difficult to discuss, such a discussion encourages children to talk about child sexual abuse and helps them understand that it is never a child's fault.

What Do You Do?

To book the "Who Do You Tell?"™ Program, please call 403-548-2717 or email sarccommunications@gmail.com



What to do if a child tells you about sexual abuse

- ☞ Remain calm
- ☞ Believe the child - do not judge the child
- ☞ Tell the child it is not his or her fault
- ☞ Tell the child you will try to help
- ☞ Do not probe for details of the abuse
- ☞ Support the child and get support for yourself
- ☞ Report the abuse

Some signs of child sexual abuse?

- ☞ Pain in genital area
- ☞ Difficulty walking, sitting, or going to the washroom
- ☞ Sexualized behaviour or sexual knowledge beyond the child's age
- ☞ Regression in behaviour or skills (ex. thumb sucking or bedwetting)
- ☞ Fear of specific adults or of a specific gender
- ☞ Any signs of chronic stress such as sleep disturbances, depression, withdrawal, or anxiety

Remember: there may not always be obvious signs of sexual abuse.

If you have any questions about the content and would like to learn more about the program please contact our Education Specialist



This pamphlet has been adapted from the Calgary Communities Against Sexual Abuse (CCASA) "Who Do You Tell"™ Program pamphlet



"Who Do You Tell?"

Every adult is responsible by law to report a suspected case of child abuse. A report is not an accusation.

Reporting Child Abuse

Medicine Hat Police Services: 403-529-8400
Child & Family Services MH: 403-529-3607
Child Abuse Hotline: 1-800-387-5437
Child Protection Crisis Line: 1-800-638-0715
Brooks Child Protection: 403-362-1284

Programs and services funded by:



This Child Sexual Abuse Education Program is free of charge as a community service

(Some printing will be required by the school/organization)

☎ 403.548.2717

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